

**39 LIST-BUILDING**

**HACKS**



**DOSEXFIGURES.COM**

# List-Building Hacks

## CHEATSHEET

Thanks for downloading the 39 List-Building Hacks Cheatsheet!

If you're ready to start growing your email list faster than ever before, I encourage you to check out my email list course: Six-Figure List.

### **BUILD YOUR TRIBE WITH SIX-FIGURE LIST**

Six-Figure List is the ultimate solution to **build a tribe** and make six-figures - *without* a big list!

**[CLICK HERE TO GET STARTED](#)**



Before we get started, here are some of my favorite tools to help you build your list!

### **RECOMMENDED TOOLS**

Email marketing provider - I recommend ConvertKit

Page builder - I recommend Elementor or Thrive Architect

List building plugin - I recommend Thrive Leads

Checkout software - I recommend ThriveCart or SendOwl

# List-Building Hacks

## CHEATSHEET

### 1. USE A RELIABLE EMAIL MARKETING PROVIDER

If your emails aren't getting through or you have a low open rate, you may have some deliverability issues with your email provider.

After switching from Mailchimp to [ConvertKit](#) I noticed my open rates tick up from 20% to the 30% range.

### 2. USE A LIST BUILDING PLUGIN

While ConvertKit does have opt-in forms, they are a bit plain and don't let you modify them too much.

To get full control of your forms you need to be using a list building program.

I use and recommend [Thrive Leads](#), but there are other alternatives like OptinMonster or ConvertPro.

### 3. GET A CUSTOM EMAIL ADDRESS

Don't send emails from a free email site like gmail, yahoo or hotmail or you risk your emails being sent straight to the spam folder.

If users can't get their freebie they won't be too happy, so be sure to get [yourname@yourdomain.com](#) set up with your hosting provider.

### 4. OFFER AN IRRESISTIBLE INCENTIVE TO SIGN UP

Nobody signs up to email lists anymore to receive newsletters. In order to get subscribers you need to offer an incentive (or a lead magnet) to convince the reader to join.

Examples of freebies you can give away include ebooks, checklists, cheatsheets, printables, a challenge, or a free course.

You can make all of these using [Canva](#).

# List-Building Hacks

## CHEATSHEET

### 5. MAKE SURE YOUR FREEBIE DOES THE FOLLOWING

Ask yourself this about your freebie:

- Does this offer the reader a quick win?
- Is this freebie easily consumable?
- Does this freebie directly relate to what I'm promoting?
- Does this freebie aim to solve one problem only?
- Does this freebie speak to my ideal reader?

If you answered yes to all of these, you're good to go!

### 6. CREATE A MOCKUP OF YOUR FREEBIE

You can't just tell someone they'll receive a freebie, you have to show it to them.

While you could just resize your freebie into a small thumbnail, it's much better to display the lead magnet in an attractive way.

I use [MockupShots](#) to create mockups of my freebies (and paid products too).

### 7. MAKE A THANK YOU PAGE

When someone signs up to your freebie, redirect them to a thank you page.

This page can do more than just say thanks, you can tell readers to:

- Check their email to download their free [ebook]
- Whitelist your email address and add it to their contacts
- Move your email out from the Promotions tab or the spam folder
- Share your freebie on Facebook
- Buy a low-cost product (this offer is called a tripwire and I go over this more later in this course)

# List-Building Hacks

## CHEATSHEET

### **8. WRITE A WELCOME EMAIL WITH A PURPOSE**

Most people use the welcome email to deliver the freebie - and that's it.

But since this email gets a huge open rate (80%+) you want to take advantage of this! No other email you ever send will get anywhere near that level of opens.

Use the welcome email to share a bit about your story and why you do what you do. Then set the expectations: tell them what you plan to email them and how often.

Doing this will really help improve the open rates for your next email.

### **9. MAKE YOUR OPT-IN FORM STAND OUT**

If your blog post uses a white background and black text, make your opt-in form have a solid color background and use white text.

You need to make sure your opt-in form contrasts with the page so it causes a pattern-interrupt.

### **10. ADD MULTIPLE OPT-IN FORMS PER BLOG POST**

Just one opt-in form isn't going to cut it. You're going to need to add multiple forms on every page.

This means adding a form in the sidebar, the footer, and at least once within the content.

### **11. CREATE A LANDING PAGE FOR YOUR FREEBIE**

Opt-in forms in your blog posts and on your website are great, but if you really want to explode your email list you need to build a landing page too.

A landing page is just a page that has your opt-in form - and nothing else. This means you want to get rid of the menu, related content, comments, sidebar, etc.

# List-Building Hacks

## CHEATSHEET

If you give your readers too many options, they'll choose none.

To create a landing page, use a page builder like [Elementor](#), Divi, or Thrive Architect (what I use).

### 12. MAKE SHARING YOUR FREEBIE EASY

Don't forget to add social share buttons on your landing page. People don't just share blog posts, but they share valuable freebies (like an ebook) all the time too.

Use the [SocialWarfare](#) plugin to add beautiful share icons and encourage your visitors to share your freebie with their social circle.

### 13. ADD AN EXIT-INTENT POP-UP

Before users leave your site, hit them with an exit pop-up and make an irresistible offer.

You can set up an exit-intent pop-up with a list building tool like Thrive Leads or with a plugin like PopupAlly.

You can add an exit-intent pop-up on your blog posts and your landing page as well.

### 14. USE YOUR SOCIAL MEDIA PROFILES

Instead of adding a link to your homepage, link directly to your landing page containing your opt-in form.

Better yet, mention your lead magnet directly in the bio on your social media profiles.

### 15. STICKY SIDEBAR WIDGET

If your blog has a sidebar, oftentimes there's whitespace about halfway down the page.

# List-Building Hacks

## CHEATSHEET

Take advantage of this space and add another opt-in form in this space. But the trick here is to make this element sticky so that it remains on the page as the user scrolls.

You can do this using a sticky widget plugin like [Q2W3 Sticky Widget](#).

### 16. REMOVE THE NOISE ON YOUR BLOG

I firmly believe in the "less is more" principle. To make your opt-in forms stand out, declutter your blog and get rid of anything that isn't absolutely essential.

Oftentimes, this means getting rid of:

- Listing your categories in the sidebar
- Annoying ads, especially if you're not making good money with them
- Social media widgets that slow down your site
- Blogging awards and any other links to external websites

By giving readers less options you're putting the focus where it should be: on your email opt-in forms.

### 17. CREATE PINS PROMOTING YOUR FREEBIE

Typically we create pins on Pinterest to promote our content, but what about landing pages? Those are important too!

Create multiple pins to promote your freebie linking to your landing page.

To attract more clicks, add a mockup of your freebie directly on the pin itself.

### 18. ADD A LINK TO YOUR LANDING PAGE ON THE MENU

While the menu is typically for your blog categories and about page, use it to prominently advertise your landing page.

If your theme allows it, highlight this menu item so it stands out more.

# List-Building Hacks

## CHEATSHEET

### **19. ADD A SMALL OPT-IN FORM IN THE FOOTER**

Your footer opt-in form won't get hardly any subscribers, but you have nothing to lose!

Instead of making a flashy form, just add a simple form without the fluff. You'd be surprised how often some people skip the "loud" opt-in forms in favor of a plain one in the footer.

### **20. ADD A FORM AT THE TOP OF YOUR HOMEPAGE**

The top of your homepage should have your logo, your menu, and your opt-in form.

Take advantage of this premium real estate!

### **21. DON'T USE THE WORD SUBSCRIBE**

Nobody really wants to subscribe to anything. Avoid using the words "Sign up" or "Subscribe" on your button.

Instead, use a phrase like Let's do this!, Let's Go!, Send it to Me!, Download the PDF

### **22. MASTER THE TITLE/HEADLINE**

Your headline needs to make readers stop in their tracks.

Use POWER words and use bold and caps to catch their attention.

For example:

Title: You're Leaking MONEY

Description: Get the cheatsheet to fix your broken funnel!

Title: EXPLODE your email list!

Description: 28 list building hacks for bloggers!

# List-Building Hacks

## CHEATSHEET

### 23. CLEARLY STATE WHAT YOUR FREEBIE IS

Don't dance around here. Readers are scrolling and you need to make them stop and take notice of your offer.

Tell them in a few words how your free offer will help them solve a problem.

Here's a good description template you can use:

*I [what did you achieve]. Want to know how I did it? Enter your email below.*

### 24. DON'T ASK TOO MANY QUESTIONS

Since we're building an email list, you don't need to ask other questions like Last Name, Location, Sex, etc.

To get the highest conversion rate, ask only for their email address.

You can ask for the first name too but only if you plan to personalize your emails later.

### 25. ADD YOUR OPT-IN FORM ON YOUR ABOUT PAGE

Your about page is one of the most heavily visited pages. In fact, it's very often step 2 in the reader journey, with a blog post being step 1.

Since your about page visitors consist of people who are already expressing an interest in you, you can add a simple opt-in form at the bottom of your about page.

### 26. ADD SOCIAL PROOF ON YOUR FORMS

To add credibility to your offer, adding a bit of social proof helps. This could mean:

- add an "as seen on" logo
- add a testimonial
- state how many subscribers have signed up

# List-Building Hacks

## CHEATSHEET

### **27. PROMOTE YOUR LANDING PAGE EVERYWHERE**

Here are some additional places you can promote your landing page:

- send out tweets linking to your landing page
- add a link to your landing page in your email signature
- if you participate in any forums or groups, add a link to your landing page on your signature and/or profile

### **28. BE A GUEST ON A PODCAST**

There are probably a ton of podcasts in your niche, both big and small to be a guest on.

While you might not have success with the bigger podcasts, you can find a few smaller ones to be a part of.

The benefit of being on a podcast is that the episode lives on forever in the archives and you get a backlink to your landing page from the show notes page.

### **29. USE YOUR 404 PAGE**

While you will hopefully not get traffic to this page, it does happen.

Rather than send your traffic to a generic 404 error page, fix this page up and turn it into a lead generation page!

### **30. CREATE A QR CODE LINKING TO YOUR LANDING PAGE**

To give more exposure to your landing page, put a QR code on your business cards. You can make a free QR code for free ([here](#))

### **31. WRITE A GUEST POST**

Guest posts are a great strategy to get the word out about your blog and business. But rather than linking to your homepage, link directly to your landing page.

# List-Building Hacks

## CHEATSHEET

### 32. CREATE A CONTENT UPGRADE

Identify your most heavily trafficked blog posts and make a blog post specific content upgrade.

A content upgrade is a freebie that is specifically made for a blog post.

Example content upgrades can be:

- the blog post in PDF format
- a checklist of the main points of the article
- a template or swipe file discussed in the content

### 33. USE "CONTENT LOCK"

In Thrive Leads you can lock the rest of your content with an opt-in form.. For the reader to see the entire blog post, they need to enter their email.

Just be sure to only add this type of form on pages where the content is so good it deserves to be locked.

### 34. USE YOUR BLOG COMMENTS FORM

With a plugin like [Yoast Comment Hacks](#) you can redirect users after they leave a comment on your page to a thank you page.

You can thank the reader for leaving a comment and then make them an irresistible offer.

### 35. USE THE TWO-STEP OPT-IN

If you're not a fan of filling up your site with opt-in forms, you're going to want to use the two-step opt-in.

Oftentimes, people don't want to immediately give up their email address or they gloss right over forms.

# List-Building Hacks

## CHEATSHEET

The two-step opt-in works because the reader has already taken one step and thus they're more likely to take one more step.

With a two-step opt-in, you simply present a link or a button to click that pops up the form.

This way you can present your freebie like this: *Before you go, [click here](#) to get [your freebie].*

### 36. FACEBOOK LEAD ADS

While you might be familiar with Facebook ads, did you know they offer lead ads too?

With these types of ads, Facebook users never leave the platform, they can sign up for your offer directly from a Facebook lead form.

You can connect your email marketing provider with Facebook to sign up and tag new subscribers.

### 37. DIFFERENT FORMS FOR DIFFERENT FOLKS

Odds are your blog is about 3-5 topics, so you wouldn't want to use the same lead magnet for all of your blog posts.

Create one lead magnet for each of your main blog categories to get better conversions on email signup and down the line.

### 38. FREEBIE SWAP

Trade freebies with another blogger in your niche. Here's how they work:

They will email their list a link to your landing page offering your freebie and you'll do the same.

If your list sizes are similar, this could work out well for the both of you.

# List-Building Hacks

## CHEATSHEET

### 39. USE QUIZZES

Quizzes are a great way to build your list.

Rather than ask for an email address up front, a quiz asks a series of questions and readers will need to enter their email to get the results.

You can set this up with [Thrive Quiz Builder](#).

Thanks again for downloading the 39 List-Building Hacks Cheatsheet!

If you're ready to start growing your email list faster than ever before, I encourage you to check out my email list course: Six-Figure List.

### BUILD YOUR TRIBE WITH **SIX-FIGURE LIST**

Six-Figure List is the ultimate solution to **build a tribe** and make six-figures - *without* a big list!

**[CLICK HERE TO GET STARTED](#)**

